Intro to PR

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What PR is and when to use it

- **PR stands for Public (or Press) Relations**
- PR focuses on finding people who write about your industry and have large followings
- Getting press coverage is a great way of growing your business, and it's important to understand how press works
- Press doesn't only mean the newspapers, it can be anyone with an audience, like news sites, blogs, podcasts, or shows
- PR doesn't make sense for every business, and even if it does, you won't do PR efforts all the time
- **PR does not replace marketing, it supports it**
- When to try to get press coverage:
  #1 You have an awesome product
  #2 You want to reach specific media outlets
  #3 You have a social/non-profit angle to your business
  #4 You have other people who can dedicate themselves to this process (it's a lot of work)
  #5 You're okay with your efforts not working all the time